

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



Part 3 Analysis & Recommendations

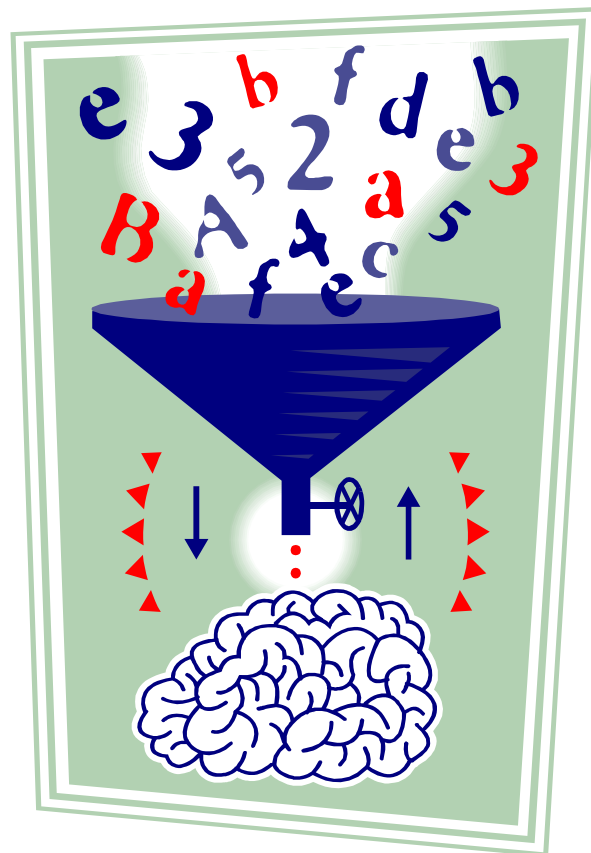
Sweetgrass County

Version 1
August 2013

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Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to Table 2, Sweetgrass County averages a higher rate than the state average in both alcohol related crashes with injuries and crashes with fatalities. Sweetgrass County had 182.34 crashes per 100,000 people in the five years reported and Montana had 119.96. Looking at the averages, Sweetgrass County had 10.73 DUI fatalities per 100,000 while Montana counties averaged just 8.60 per 100,000. There were no crashes with fatalities involving American Indians in Sweetgrass County from 2008 to 2012.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The problem is about the same. In 2008 and 2010, Sweetgrass students were above the state average for all grades. In 2008, the state average for students who drove while they had been drinking was 14.1%. The Sweetgrass County average was 15.9%. In 2010, the state's data for 8th, 10th, and 12 graders who drove while drinking alcohol was 2.9%, 8.5% and 18.1%. The same data for Sweetgrass County was 2.4%, 8.5%, and 20.4%. It is also important to note that Montana counties and Stillwater County saw a decrease from 2008 to 2012 overall.

In Montana, Native American teens are more likely to drive while drinking than Montana teens as a whole, but there has been a decrease in the amount of Native American students and Montana students drinking and driving from 2007 to 2013. The data also shows that Native Americans are not partial to drinking and driving on either the reservation or in urban areas.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 8, looking at the overall averages from 2008 to 2012, Sweetgrass County is slightly more than the state average in 2008 and 2010. We do see an overall decrease in Sweetgrass students riding in a car with a drunk driver for 8th graders. In 2008, the percentage of 8th graders was 33.9. That decreases to 29.3 in 2010 and then to 20.6 in 2012. The percentage of Sweetgrass 12th graders went from 35.9% in 2008 to 33.7% in 2010. The trends show Sweetgrass County trending positively, but with incomplete data in the PNA, it is hard to see if that trend continues.

Montana is below the average of Native American teens riding in a car driven by someone who has been drinking. The data shows that over 4 years, there was only a decrease of 4% in Montana compared to 7.5% for urban areas and 10% on reservations. This could be due to the population and overall rural nature of the state. Montana averages are always below the Native American averages, but they are decreasing at a faster rate.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

From 2008 to 2012, Sweetgrass County saw a decrease in DUI Crashes with injuries, but the rate of alcohol related crashes with injuries Sweetgrass County is still higher than the state average. For students, there is been little moment in the data for the percentage of teens who are driving after they had been drinking but there was a 6% decrease in the number of teens who rode in a vehicle driven by someone who had been drinking. These statistics are impacting the community in that it draws attention to the progress of current prevention efforts and the need to continue alcohol prevention efforts within the community.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Binge drinking in Sweetgrass County is overall a bigger problem than the state of Montana. In 2008, for all races in Sweetgrass County, the average percentage was 28.3 for all grades and 24.5 for Montana. This seems to be the trend for 2010 as well, with the gap closing, as Montana data still reporting lower than Sweetgrass County, but only by 3.4% points.

Looking at table 12, that data shows that while there isn't any state data on American Indians binge drinking, Sweetgrass County 12th graders saw an average rate go from 16.7% in 2008 down to 11.2% in 2012.

American Indians in Montana also have higher rates of Binge Drinking in both urban areas and on reservations than the state averages.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Currently there is no Sweetgrass County Specific Data on Binge Drinking for Adults. However the BFRSS data has shown that each region of the state is pretty equal to overall state data. What is important to note, is that Sweetgrass County continues to see an increase in Adult Binge Drinking. It went from 17.7% in 2008 to 21.8% in 2012, with it increasing every year. This is important to note in future prevention efforts. There is a direct correlation between the rise in injury and fatality alcohol crashes and an increase in adult binge drinking.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Again, Sweetgrass County's underage drinking problem trends higher than the overall state. In 2008, the data was higher among 8th and 12th graders with underage drinking rates for Sweetgrass County being 27.3%, 39.2%, and 56.3%. The state's data for the same age groups was 21%, 41.2%, and 53.1%. Again, the data shows an overall decrease from 2008 to 2010 for both Sweetgrass and Montana. Still, it is reported in 2012 that approximately 40.3% of high school seniors in Sweetgrass County have used alcohol within 30 days. Due to the fact that Sweetgrass County is a small, rural county, it is important to ask- where are these students obtaining their alcohol? Sweetgrass County has five liquor establishments that serve alcohol. The numbers average out to there are 138.70 liquor licenses per 100,000 people. This is on the lower end for the state. The underage drinking problem in Sweetgrass County is higher than the state average.

In Montana, Native Americans are more likely to drink on the reservations and in urban areas than the average of all Montanans. There was a decrease in 30 day alcohol use from 2007 to 2013 for both Native Americans and Montanans.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

It was a larger problem in 2008 and 2010. In 2010 we saw a decrease in prescription drug abuse among all grades. Also in 2010, Sweetgrass Data shows 8.2% of 12th graders abused prescription drugs while only 5.5% of Montana 12th graders. In 2012, 4.3% of Sweetgrass 8th graders reported abusing prescription drugs while only 1.8% of Montana reported the same activity. The overall trend shows that Sweetgrass has a higher average than Montana.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Although having a smaller population, Sweetgrass County has seen these problems like many other Montana communities. Sweetgrass County is trending higher than the state average in all areas. These numbers are relatively high and can be a result of how socially acceptable alcohol is. This could be why there are higher alcohol related crashes resulting in injuries.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 23, Sweetgrass County's problem is very similar to that of Montana's in 2008 and slightly smaller in 2010. The data favors Montana in that only 74.7 % of Sweetgrass County teens felt their parents disapproved of substance abuse in 2010 and 81.8% of Montana teens. Also, the Montana data trended higher percentages and Stillwater trended lower. This concludes that overall substance abuse is becoming less acceptable in the eyes of parents at the state level teens and more socially acceptable for parents of Stillwater teens.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 24, Sweetgrass County and Montana data are about the same. The difference is small and flips flops from 2008 to 2010. The averages are separated by 2-4% and there was an overall increase in the amount of teens who felt their peers disapproved of drug and alcohol use from 2008 to 2010.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Sweetgrass County has a bigger problem as the state overall in Perceived Risk/ Harm. The numbers are trending better for the state. In everything but binge drinking on weekends, Sweetgrass County had more negative data than the state. Fewer Sweetgrass county students think it is wrong to drink and more students think it is cool. Trending data shows that these numbers did increase and decrease accordingly for positive results from 2008 to 2012. For example, fewer students thought it was cool to drink in 2010 than in 2008 and more students thought it was wrong to drink in 2010 than in 2008.

Table 29 shows that Sweetgrass County had more positive results as in 2008, 75% of students felt binge drinking every weekend was harmful compared to 73.9% for the state. In 2010, that data increases to 81.9% for Sweetgrass and 75.9% for Montana teens.

Table 30 shows that fewer students in Sweetgrass County feel that their neighbors think it is wrong for students to drink alcohol than other Montana students. This was consistent for all averages from 2008-2012. While Sweetgrass County had more negative statistics, the overall trend did not have positive results. The trend should have had a higher percentage of students perceiving their neighbors think it is wrong for students to drink. This also shows that kids believe that their neighbors find students drinking more socially acceptable.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

This is a much bigger problem in Sweetgrass County than in Montana. For all three surveys, the data shows that fewer students are talking to their parents, with Sweetgrass County portraying almost 14% less students talking to their parents about drugs and alcohol in 2010 than the state average. This is a huge cause for concern. It also shows that half of eight graders talked to their parents in 2008 but more than 78.4% did in 2012. In a recent survey handed out to Sweetgrass County citizens, it was found that 52% of parents would let their child drink at 18 and that alcohol is easily accessible at community events. This could reflect how parents think it is okay for their child to drink and/or are not having conversations about it the risks. Binge drinking is

on the rise with adults, so therefore maybe parents are not lecturing their kids, because they themselves have a drinking problem.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Sweetgrass County, there are fewer students who believe alcohol causes any financial, legal, or emotional problems. The question that remains is "are students not seeing the effects of alcohol"? Are their parents not discussing the risks and consequences? Is it being taught in the schools? It is worthy to note that only 6.3% of 12th graders in 2010 in Sweetgrass County believed that alcohol is causing problems. This is much lower than the state average of 8.6%. The trending data shows us that fewer students across the board think alcohol causes problems from 2008 to 2012.

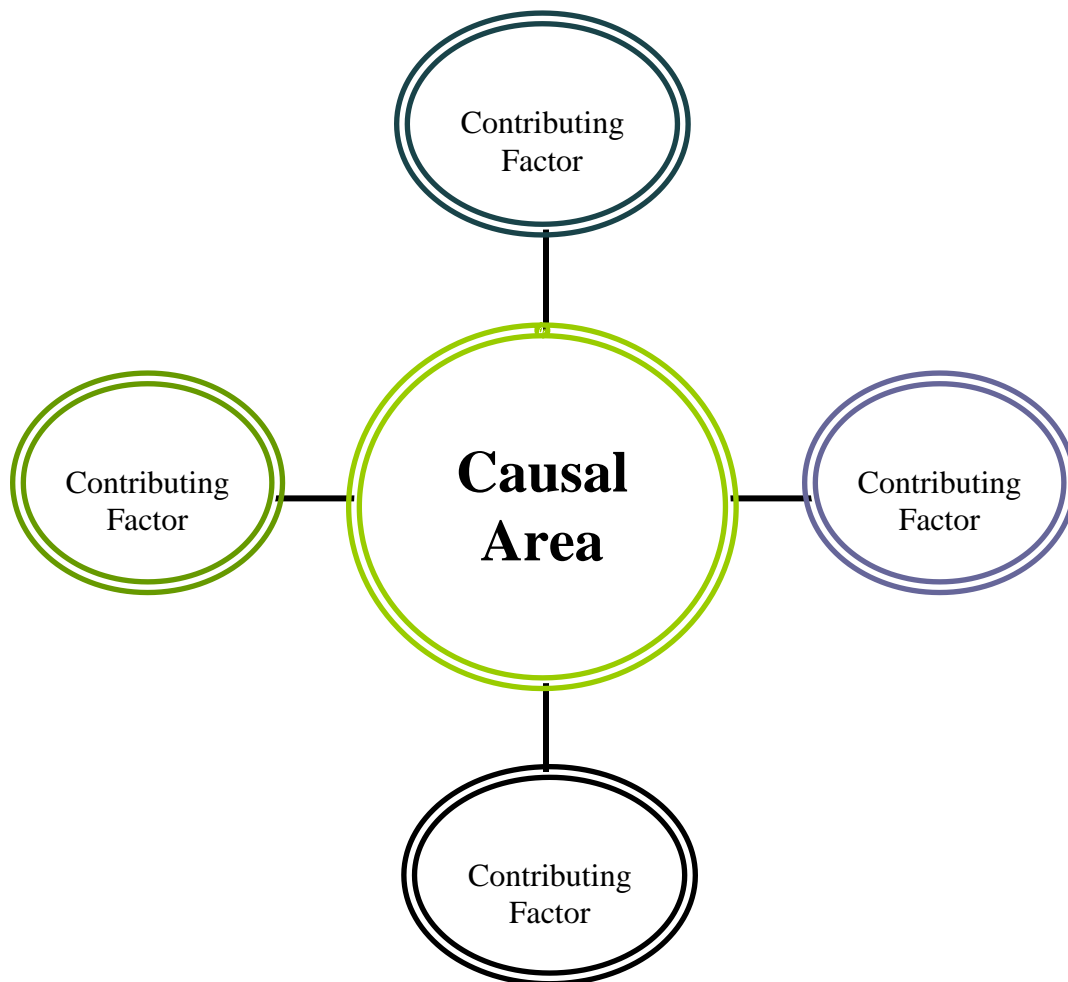
Final Risk Factors Question

QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Sweetgrass County, while having some environmental prevention measures in place, is at high risk for drug and alcohol use. Students are not talking to their parents about drug and alcohol use. Although the county teens seem to feel that it is riskier to drink 1- 5 drinks on a weekend than Montana teens, they do not feel the alcohol is overall harmful. It seems that it's just as socially acceptable in 2008 as in 2012 instead of much less acceptable.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Sweetgrass County has not completed any compliance checks since 2009. In 2009, the failure rate was 75%.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

There are no compliance checks currently being done in Sweetgrass County. Bartenders are serving to underage buyers and are over-serving the general public. This leads to high rates of binge drinking and drinking and driving.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How do the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Since 2008, Sweetgrass County's "Lets Control It" classes have not seen a lot of growth. This may be due to the rural nature of the county and most servers taking the trainings online. In 2012, there were 9 trainings with 119 people trained. This does not include other approved trainings such as online or TIPS. So, while we cannot get an exact number of servers trained, these numbers leave room for studying. How effective is the server training if they only take an online course? These servers are trained on carding and over service, but with no compliance checks; they often know they can serve whoever any amount of alcohol. This has resulted in an increase in binge drinking and high DUI crash statistics.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

There has not been RBSS training in Sweetgrass County since 2011. It is unclear how effective the online courses are without regular compliance checks.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

When comparing Sweetgrass County to other counties in Montana, there are fewer liquor establishments for its population. It ranks in the bottom 20% in the state per capita. Sweetgrass County has many social events that draw crowds in the hundreds. Events such as rodeos, river floating events and holiday celebrations are often centered on alcohol. This could be a factor in why binge drinking is on the rise and why Sweetgrass County still has a higher rate for drinking and driving crashes and fatalities than the state average.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	X	9	10	

This is an 8 because there are no checks and balances with retail availability. They know that there are no criminal ramifications if they over serve or serve to underage adults. However, retail availability has its biggest challenges at large community events that bring people into individual establishments. It is the opinion of officers that servers don't take the time to card during busy community events and they are more concerned with bringing people through the door and keeping them there than serving responsibly. Over service is a huge problem at large events. Servers know a majority of the locals and are letting them drive home drunk. This is a direct correlation to the county's DUI statistics.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

There is not enough data to accurately answer this at this time.

QUESTION 23

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

There is not enough information to accurately answer this at this time.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Law Enforcement is doing nothing above and beyond normal patrol duties, as man power is a concern. Sweetgrass County is a small county and there are only 6 officers. There is a DARE officer at the school. Law Enforcement is very involved with the student and community, but is viewed by establishments as "being picked on" when they do bar walk-throughs.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Law enforcement agencies are not completing compliance checks, working directly with taverns for RBSS classes, or conducting safety spot checks. Most officers agree they would love to do all of these things but they are lacking in funding and manpower.

Use of Local Ordinances**QUESTION 26 Use of Local Ordinances**

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

There are no local ordinances in Big Timber or Sweetgrass County.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

A social host ordinance within Big Timber and the county could be effective. This would prevent underage drinking parties where binge drinking is common.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

There is a local DUI Task Force that provides DUI processing equipment and training to law enforcement. It also provides money for overtime DUI patrols.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

When looking over all the data, a large contributing factor to the DUI problem is actually catching the DUI offender. Officers feel that with so few officers it is hard to have a law enforcement presence and deter DUI's with the fear of getting caught. A local law enforcement officer feels that 75% of alcohol related offenses go undetected. Many times they do not get the DUI until a crash has occurred.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	X	6	7	8	9	10	

5, Law enforcement could be doing a bit more to combat binge drinking such as compliance checks, safety spot checks and saturated patrol. However, it is a small department with manpower issues. The willingness is there, it often just comes down to funding.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Sweetgrass County, more students believe they would get caught by their parents than the police. The statistics show increases in the year 2010 for getting caught by the police but shows a decrease in the amount who feel they would be caught by their parents. Trending data shows us that from 2008 to 2010, the number of kids who feel they would get caught by their parents decreased 18%. For the same data over the same years, there was a decrease of 8% in the number of kids who felt they would be caught by police. In both cases, Sweetgrass County data was smaller, contributing to make the problem bigger than the state's. It is important to note the difference in 8th grade data from 2008 to 2010. The percentage of Stillwater kids who felt they would be caught by their parents went from 57.1% down to 6.2%. This is a substantial difference. Kids are more likely to not drink if they feel they may get caught.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Through an opinion survey, 45% of respondents felt that local law enforcement is enforcing MIP laws to combat underage drinking and that 39% believe there would be major punishments for kids getting caught drinking alcohol. Sweetgrass county is a large, rural county and usually only have one to two deputies on at one time. 92.9% of high school seniors in Sweetgrass County reported that alcohol was easy to get. This is higher than the state average. These statistics can be considered as conflicting. The student data is showing Sweetgrass County averages

negatively higher in regards to substance abuse, but both law enforcement and the community seems to think it is not a problem.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	X	7	8	9	10	

6, Social Availability is a contributor to binge drinking and drinking and driving in Sweetgrass County. There are no social host laws in Sweetgrass County and it is common knowledge through both opinion surveys and law enforcement interviews, parents are hosting alcohol parties. While in 2010, 76.5% of 12th graders felt like their family had clear rules about alcohol, we know that 92.9% of them said alcohol is easily obtainable. Future prevention efforts need to focus on where these youth are getting their alcohol. If there are only five retail establishments selling alcohol in Sweetgrass County and it is a rural, small community, one would hope that most kids are not buying their alcohol. Local law enforcement feels that students are getting some of their alcohol from their parents or someone who is 21.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

Sweetgrass County ranks low in the number of bars per capita. There are also not a lot of advertisements for alcohol establishments. Advertising is not excessive in Sweetgrass County as only 7.6% of buildings advertise alcohol and there are no alcohol billboards.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

The citizens and youth are not really bombarded with alcohol advertising in Sweetgrass County. The newspaper averages about five alcohol advertisements for alcohol in the local newspaper. It is a small community and people know where to get alcohol and who sells it. Advertising does not play as big of a role in binge drinking and drinking and driving in Sweetgrass County as in other counties.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Alcohol use has been portrayed in the local (Big Timber) news with a positive connotation because it usually is referring to large events that bring money to Big Timber. This obviously portrays how alcohol is viewed in the community and that is reflected in the student data and DUI data.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Large Events in Big Timber are often sponsored by local bars and businesses. These events often draw huge crowds that drink a lot and drive home. With few officers, it is hard to police everyone and actually deter the DUI with the threat of getting pulled over. The promotion of such events adds to the socially acceptable culture in Sweetgrass County.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	X	4	5	6	7	8	9	10	

3. Only 7.6 of buildings advertise alcohol in Sweetgrass County. It is relatively low compared to other counties. It is still a rural community with few billboards and advertisements. The large events are held at the same time every year so people usually know when they will take place. Also, there are not a lot of alcohol advertisements in local newspapers and very few DUI related articles.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance

abuse and the associated consequences in your community? Explain the rationale for your response.

In Sweetgrass County, the small school district feels like social availability plays a large part in student use. They find that education and school policies only go so far and that parents need to play more of a role at home. The counselor feels that kids learn from an early age how to alcohol and where to drink so they won't get caught. We know that a majority of Sweetgrass County students feel like they won't be caught drinking by either their parents or the police. The punishment of bringing alcohol or drugs to school or drinking while in an extra-curricular activity varies from suspension from school or team events to being expelled. Parents are still rewarding athletes for "winning" games and working hard on the farm. A school can educate and provide guidance for healthy choices, but a lot has to do with the students' home life.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	X	6	7	8	9	10	

5. School counselors try and teach the students about the consequences of binge drinking and drinking and driving, but local counselors feel like the kids know from a young age that it is socially acceptable to drink and drive and drink heavily. This may come from seeing parents drink and drive and consume alcohol. There is just one school in the community and it is a tight knit school. There is a DARE officer and the school seems to keep tabs on students who may be at risk for substance abuse issues.

MEDICAL FIELD INFORMATION – PART 3

QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Do not have enough Data at this time to accurately complete this section. Still unable to speak with prescriber or pharmacists.

QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7

8

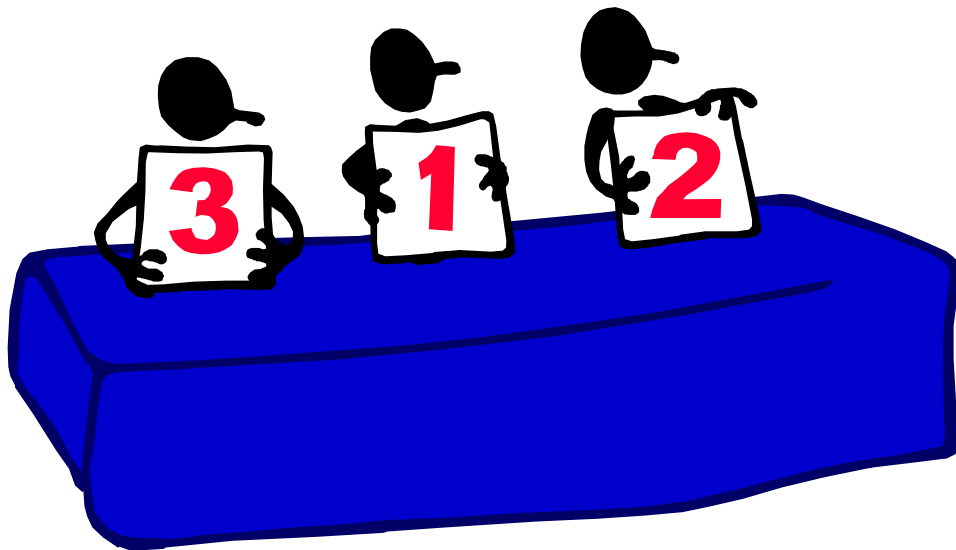
9

10

Major impact

Do not have enough Data at this time to accurately complete this section. Still unable to speak with prescriber or pharmacists.

Prioritization



Task Three:
**Rank the Four Causal Areas from the Greatest Contributor to Your
Community's Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
8	1	Retail Availability
5	3	Criminal Justice
6	2	Social Availability
3	5	Promotion
5	4	School Policies
n/a	n/a	Promotion

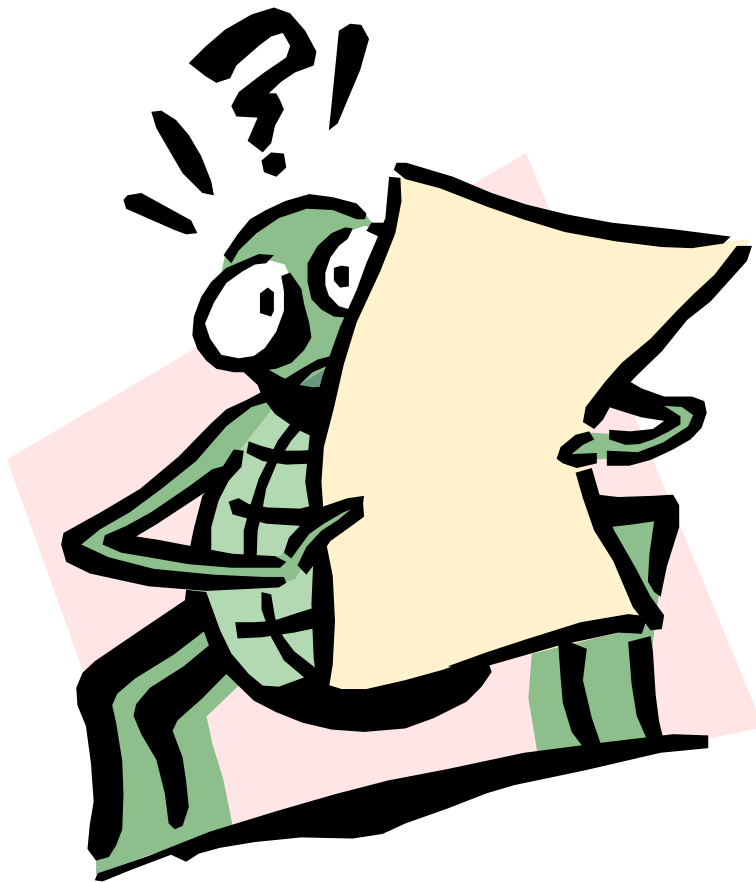
QUESTION 42

Provide the rationale for your rankings of the causal factors.

Retail Availability is the biggest issue that needs to be addressed in Sweetgrass County. We need to work not over-serving and selling to underage drinkers. Servers and bar owners have to know there are criminal consequences for over-serving and selling to minors. Compliance checks need to be implanted on a regular basis and on-site RBSS trainings should be offered in the county with help from law enforcement. This may also help with the criminal justice issues. If retail establishments have a better working relationship with law enforcement and work together, they may be able to help prevent issues that are leading to higher DUI crashes with injuries. Social availability was second because there are still many parents and older adults who are giving minors alcohol and holding underage parties. Criminal justice is third because the main issues come from manpower and funding. If law enforcement can have more of a police presence and work with prosecutors to crack down on DUI's it may deter people from drinking and driving. Promotion was fourth because it doesn't play a huge role negatively impacting in the county's social norms. Most events are advertised by word of mouth and through the local newspaper. School Policies are fifth because there are already school policies in place and they are enforced. School officials see the ATOD problems within the county as more social and family problems. Prescription drugs were not ranked, as there is currently not enough information to accurately rank it at this time.



Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Retail and Social Availability. Statistics show that 78.3 % of students in 2010 felt alcohol would be easy to get. This is much higher than the state average by 10%. We need to lower this number and change the environment, making it harder for kids to get alcohol. We also know that there are no compliance checks and in talking to local law enforcement, over-service is a big problem.